

Message Text

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PAGE 01 STATE 278025

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ORIGIN CU-03

INFO OCT-01 NEA-10 ISO-00 USIE-00 /014 R

DRAFTED BY CU/PC:HMMEYERS:JAG

APPROVED BY CU/PC:MJOHNSON

CU/PC:TTTURQMAN

NEA/IRN:BMORTON

USIA/IOP/C:CJONES

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O 242237Z NOV 75

FM SECSTATE WASHDC

TO AMEMBASSY TEHRAN IMMEDIATE

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E.O. 11652: N/A

SUBJECT: INTERVIEW WITH SHAH BY GENE BRADLEY OF IMDI

REF: STATE 258595; TEHRAN 11362

1. WASHINGTON BASED IMDI IS NON-PROFIT EDUCATIONAL INSTITUTE WITH MOST OF ITS WORK RELATED TO BUSINESS-GOVERNMENT TRAINING PROGRAMS AND EDUCATIONAL EFFORTS WHICH STRENGTHEN COOPERATION BETWEEN U.S. BUSINESS AND GOVERNMENT, BOTH U.S. AND FOREIGN. IMDI HAS ALSO DEVELOPED A DIPLOMATIC ADVISORY COUNCIL COMPRISING 42 AMBASSADORS IN WASHINGTON DIPLOMATIC COMMUNITY AND CHAIRED BY AMBASSADOR ZAHEDI. THIS COUNCIL SEEKS TO INVOLVE THESE DIPLOMATS MORE CIVILY IN WORKSHOPS AND BRIEFINGS, AND EXPANDS INSTITUTE'S TIES WITH OVERSEAS MANAGEMENT CENTERS. MORE THAN 80 PER CENT OF THE INSTITUTE'S FUNDING COMES FROM THE PRIVATE SECTOR.

2. THE DEPARTMENT HAS COOPERATED EXTENSIVELY WITH IMDI IN DEVELOPMENT AND IMPLEMENTATION OF INTERNATIONAL CORPORATE CITIZENSHIP PROGRAM. IN FY '75 A DEPARTMENT CONTRACT WITH IMDI SUBSIDIZED PARTIALLY A REPORT, TWO SEMINARS, AND THREE VIDEOTAPES RELATED TO THIS PROGRAM. FY '76 CONTRACT CALLS

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FOR IMDI TO CARRY OUT SIMILAR PROJECTS INCLUDING ANOTHER

VIDEOTAPE.

3. IN SUPPORT OF IMDI GENERAL PROGRAM OBJECTIVES BRADLEY ARRANGED THROUGH PERSONAL CONTACT WITH AMBASSADOR ZAHEDI TO INTERVIEW SHAH ON A BROAD RANGE OF SUBJECTS INCLUDING OPPORTUNITIES IN IRAN FOR U.S. BUSINESS AND MANAGEMENT TRAINING. THIS WAS DONE INDEPENDENTLY AND NOT AT DEPARTMENT'S REQUEST. WE UNDERSTAND THAT ON THIS VISIT BRADLEY ALSO WILL DISCUSS A MANAGEMENT TRAINING PROPOSAL WHICH OFFERS INSTITUTE'S SERVICES TO GOI. IN CONJUNCTION WITH HIS TRIP, BRADLEY PROPOSED TO DEPARTMENT THAT HE INCLUDE CORPORATE CITIZENSHIP ISSUES IN INTERVIEW. DEPARTMENT EXPRESSED INTEREST IN THIS IDEA OUT OF BELIEF THAT POSITIVE STATEMENTS FROM THE SHAH ON THE IMPORTANCE OF CORPORATE CITIZENSHIP INITIATIVES WOULD EFFECTIVELY ATTRACT FURTHER U.S. BUSINESS LEADER INTEREST IN THIS SUBJECT. DESPITE THIS EXPRESSION OF INTEREST, ACTUAL DEPARTMENT USE OF TAPE WILL DEPEND ON WHETHER CONSTRUCTIVE DISCUSSION OF CORPORATE CITIZENSHIP ISSUES EMERGES FROM INTERVIEW WITH SHAH. USIA'S OFFICE OF MOTION PICTURES AND TELEVISION HAS INDICATED TO IMDI THAT IT HAS POSSIBLE INTEREST IN USING THE FILMED INTERVIEW. USIA HAS ALSO AGREED TO HELP DEPARTMENT EXTRACT CORPORATE CITIZENSHIP PORTIONS FOR DEPARTMENT'S USE.

4. DEPARTMENT HAS ASKED BRADLEY TO BRIEF IRAN AMERICAN CHAMBER OF COMMERCE ON STATUS OF CORPORATE CITIZENSHIP PROGRAM AND RELATED INITIATIVES BY OTHER OVERSEAS AMERICAN CHAMBERS WHILE HE IS IN TEHRAN. INGERSOLL

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 NOV 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: MartinML
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE278025
Document Source: CORE
Document Unique ID: 00
Drafter: HMMEYERS:JAG
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750409-0515
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751118/aaaaapju.tel
Line Count: 90
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN CU
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 75 STATE 258595, 75 TEHRAN 11362
Review Action: RELEASED, APPROVED
Review Authority: MartinML
Review Comment: n/a
Review Content Flags:
Review Date: 06 AUG 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 AUG 2003 by MartinML>; APPROVED <26 NOV 2003 by MartinML>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: INTERVIEW WITH SHAH BY GENE BRADLEY OF IMDI
TAGS: OEXC, IMDI, (PAHLAVI, MOHAMMAD REZA), (BRADLEY, GENE)
To: TEHRAN
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006